

HIGHLIGHTS OF THE POWER USE CONFERENCE, REGION I
WASHINGTON, D. C. MAY 17-20, 1948

Monday, May 17

J. E. Smith of Virginia presided.

Arthur W. Gerth, Chief, Applications and Loans Division, REA, welcomed the group -- 30 representatives of 25 cooperatives in Delaware, Maryland, North Carolina, Virginia, Pennsylvania, and Vermont.

WHAT IS REA AND ITS RELATION TO COOPERATIVES; Speaker, George W. Haggard, Assistant Administrator. Covered REA's relation to the cooperatives, and said the best security for an REA loan to a cooperative is a well-managed, efficiently operated co-op in which the members participate actively, and make the most effective use possible of the electricity available to them.

WHAT IS AN ELECTRIC COOPERATIVE? Speaker, W. G. Loveless of Vermont. He told the group that electricity places the farmer in a position to compete and allows him to say how he will compete. He compared a commercial power company to a profit corporation exploiting the natural resources. He pointed out that a cooperative is a non-profit organization conserving the natural resources. He said, "Cooperation is putting yourself in a position so others can work with you."

COOPERATIVE EDUCATION AND POWER USE PROGRAM; Speaker, George E. Dillon, REA. Construction of lines to take power into the rural areas is only the first phase of rural electrification. The second phase is of utmost importance: this involves the intelligent and wise use of this electric power to save labor and increase production on the farm.

In carrying out an effective Power Use program it is essential that certain organizations be set up. State Power Use and Member Education committees are most important in coordinating the program activities between the cooperatives, stimulating interest and participation, arranging for training schools for electrification advisers and promoting cooperative relationships with related state agricultural agencies (such as Extension Service, Vocational Agriculture departments, Farm and Home Administration, etc.).

Training schools for electrification advisers should be planned and carried through on the state level. Following orientation meetings, training and subject-matter courses should be held periodically at least three to five months apart. The need for such training work for electrification advisers is apparent because of the developments in equipment and the demands made by rural consumers for guidance in use and application of electric power.

Comparable to the state committee, cooperative boards of directors should appoint and approve a Power Use and Member Education committee with full authority and responsibility for carrying out educational programs on the cooperative. The organization of particular power use activities should

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be determined at a program planning meeting. This meeting could well include representative members from different areas of the cooperative, board members, (especially women), along with county, farm, and home agents, vocational agriculture teachers, and the superintendent of schools. The planning of such activities by group discussion offers an excellent opportunity to acquaint members and others of the value of a Power Use and Member Education program.

MEMBER EDUCATION ON COOPERATIVE PRINCIPLES; Round table discussion led by Hans Hoiburg, REA; speakers R. E. Hayworth of North Carolina; S. J. Orange of Pennsylvania, and George E. Dillon. Mr. Hayworth spoke about member education and the work that lies before all of us in this field, calling attention to the fact that the teacher can learn something from the pupil. Mr. Orange related his experiences in membership education, and emphasized the importance of the Capital Credits Plan in carrying out this program.

Monday afternoon, Mr. F. E. Joyner of North Carolina was to preside but was unable to arrive on time. Mr. J. E. Smith substituted for him.

HOW TO CONDUCT A GOOD GENERAL MEETING; Speaker, S. Douglas Ensminger, BAE. A talk on every phase of conducting a meeting covering the proper arrangement of the room, importance of informality and methods of gaining audience participation.

HOW TO PREPARE A RADIO RELEASE; Speaker, Lucile Holmes, REA, with Ken Gapen, Chief, USDA Radio Service, sitting in. An explanation of the preparation and presentation of radio scripts. Two recent transcriptions on Power Use, prepared for use by co-ops, were played. There was considerable discussion by the group.

Panel discussion on newsletters and newspaper stories; chairman, Robert Ingram of REA; members, Hugh Ramsey of Maryland, H. M. Batteiger of North Carolina, and Allyn Walters, REA. Mr. Ingram and Mr. Walters offered suggestions and the other two told of their own experiences.

Tuesday, May 18

Lee Hatley of North Carolina presided.

VISUAL AIDS AND SOURCES OF INFORMATION; Speaker, Herman J. Kroger, Applications and Loans Division, REA, explained the various visual and information aids available to the cooperatives.

DEMONSTRATION AS A TEACHING METHOD; Speaker, S. P. Lyle, Extension Service, USDA, pointed out advantages of demonstration as a teaching method, and the need to supplement it with other media. He showed that 37 percent of those reached, are through mass methods such as news stories, newsletters, exhibits, etc.; 26 percent are reached through meetings, study courses, etc.; and 17.5 percent through individual methods.

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CONVERSION OF HAND OPERATED EQUIPMENT; Speaker, D. W. Teare, REA. This was a presentation of a method by which electric motor power can be quickly connected to hand powered and other machines to obtain proper speeds and efficient power transmission. It was presented as a sample demonstration of the type an electrification adviser would give to a group of members or vocational agricultural class.

C. A. Cluck of Pennsylvania presided during afternoon session.

EDUCATION PROGRAMS WITH VOCATIONAL AGRICULTURAL SCHOOLS; Speaker, Professor D. C. Sprague. Mr. Sprague gave an interesting demonstration on electric circuits and protective devices. He then introduced Douglas Smith who gave a very effective wiring demonstration in which he compared the efficiency of electric devices operating on normal voltage as compared to low voltage.

He displayed charts showing the annual cost of "wasted" electricity when equipment is operated on low voltage. These charts were prepared on window shades and could be easily rolled up for transportation and storing. The two demonstrations were the same as they have been using with vocational agricultural classes, members and veterans training classes.

Wednesday, May 18

During the morning, Truman E. Hinton, BPISAE, conducted a tour of the electrification research projects at Beltsville. This tour took in the hog barns, electric pig brooders, dairy barns, electric hay driers, an examination of the portable forage dehydrator, the poultry houses with an examination of the bactericidal lamp research project, and inspection of the supersonic machine being used in seed-treating experiments. The new modern farm kitchen was also visited.

After lunch, the group inspected household equipment, with Dr. Enid Sater and Dr. Earl C. McCracken discussing the different types of laundry equipment, electric ranges and the various types of home freezers, now being tested in the laboratories.

Thursday, May 19

F. E. Yeoman of Maryland presided during the final session.

ELECTRO-AGRICULTURE ACTIVITIES; Speaker, J. P. Schaenzer, REA. He told about some of the new developments in electro-agriculture, specifically the home milk pasteurizer, the heat pump for household heating, the electric pressure canner, and an electric tractor.

LIGHTING DEMONSTRATION by Louisan Mamer, REA. A practical demonstration of new developments in home lighting, both fluorescent and incandescent. She also showed how to convert certain types of old lights to more efficient use.

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BASIC INFORMATION ELECTRIFICATION ADVISER SHOULD HAVE; Speaker, Kenneth N. Hardy, Head, Region 1, Applications and Loans Division, REA. Before an electrification adviser attempts to formulate a permanent program for the cooperative there is considerable basic information with which he should become familiar. He should talk with the manager on all phases of the Power Use and Member Education program as it applies to his particular cooperative. After this has been done, the county agent, home demonstration agent, vocational teachers, and all farm groups operating in the cooperative area should be called together with the board and manager in an effort to develop a program in which all could cooperate. The problem of stimulating the proper use of time-saving electrical equipment and informing the membership of the cooperative of the objectives and principles of the cooperative should be of common interest to all farm groups, and by their having a part in developing the program, much benefit will be derived from this effort.

Public Relationship between the electrification adviser, the management, and other employees of the cooperative with the cooperating groups is of paramount importance and the approach to public relations can either make or break the electrification adviser's effectiveness. Therefore, any program fundamentally sound cannot succeed if the public relations of the adviser is not perfected to a high degree.

WHERE DO WE GO FROM HERE? Speaker, Mrs. Dora B. Haines, REA.

Mrs. Haines said that the answer depended upon "you and your attitude". She pointed out that the Board of Directors of a Rural Electric Cooperative has the power to change the life of the community in which they live. "They have the power to stabilize rural America by the work opportunities this program makes possible for rural youth."

In the final session Thursday morning, the Conference Committee was directed by the group to prepare a report of the meeting. It was felt that the inspiration, information and material received by the group should be passed on to other co-ops who were unable to send representatives.

The general objectives of this meeting were (1) to give the Electrification Advisers a better understanding of cooperatives and co-op principles, of the value and need for an informed membership, and ways for making this program more effective; and (2) development of an effective wiring and lighting program, the basis for all future power use programs.

The committee recognizes the increasing need of all the co-ops in the region for a well-informed membership, and the need of the farm people for proper guidance and assistance in the application of electricity to the farmstead. The committee, therefore, as a means of stimulating a greater interest in the member education and power use program, recommends:

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1. That each State organization have a Power Use Committee and Membership Education Committee to further the development of these vital activities in their respective areas.
2. That, since this conference provided basic training only to the electrification advisers, the various State organizations plan training schools for more intensive study of specific applications of electricity to farms and farm homes.

Suggested list of subjects and methods of presentation for study at following training schools:

<u>Subjects</u>	<u>Presentation Methods</u>	<u>Suggested Time</u>
1. Farmstead Wiring Lighting Safety	News Releases Radio Interviews	5 days
2. Electric Cookery Poultry Applications	Result Demonstrations	3 days
3. Running Water Laundry and Cleaning Equipment	Movies Lecture Demonstrations	5 days
4. Dairy Equipment Refrigeration	Tour of Farm Exhibits Displays	3 days
5. Small Home Appliances Feed Grinding	Kitchen Parties Circular letters	3 days
6. Special Applications (i.e. Heat Pump, Ensilage Cutting, Hay Drying, etc.)	Posters Metered Installations	3 days
7. Irrigation Garden Watering Hot Beds	Movies Audience Testimonials	5 days

(SIGNED)

C. A. Cluck, Manager
Adams Electric Cooperative
Gettysburg, Pa.

J. L. Shearon, Manager
Wake Electric Membership Corp.
Wake Forest, N. C.

J. E. Smith, Manager
Mecklenburg Electric Cooperative
Chase City, Va.

F. E. Yoeman, Manager
Choptank Electric Cooperative, Inc.
Denton, Maryland

